



**Notes from the
Wiltshire Association of Visitor Attractions Meeting
Thursday 19 January 2017 at Wiltshire Museum**

Present

Jo Andrews, The Marketing Collective; Alice Armstrong, Lydiard Park and STEAM Museum; James Arnold-Baker, Wilton Windmill; Rebecca Barker, Kennet & Avon Canal Trust; Melissa Barnett, Chippenham Museum; David Birks, Trowbridge Museum; Richard Booker, DigiTickets; Jenny Butler, VisitWiltshire; Julie Cooper, Skydive Netheravon; Sophie Costard, The Merchant's House; Kathryn Cox, Wiltshire Museum; Ellie Dewdney, Longleat; Debby Edwards, Bowood House; Fiona Errington, VisitWiltshire; Jen Furmage, Kennet & Avon Canal Trust; Sue Gibbins, Cholderton Charlie's; Dave Gill, Treasure Trails Wessex; Theresa Hopwood, VisitWiltshire; Gordie Howsego, Salisbury Escape Rooms; Heather Newman, Footpath Holidays; Ian Newman, Footpath Holidays; Loz Samuels, Devizes Outdoor Celebratory Arts; David Throup, Crofton Beam Engines; Louise Tunnard, The Salisbury Museum; Pamela Weeks, Crofton Beam Engines; Rachel Wheeler, Marlborough College Summer School; Nick Williams, McArthurGlen Designer Outlet.

Welcome and Introductions

As new WAVA Chairman Roz Mitchell was poorly and unable to attend, Fiona Errington welcomed everyone to the meeting, thanked Wiltshire Museum for hosting it and invited attendees to introduce themselves. Having checked that there were no comments on the notes from the previous meeting, she then introduced the first speaker, Jo Andrews from The Marketing Collective, who works with Hampshire's Top Attractions.

Hampshire's Top Attractions

Hampshire's Top Attractions is a marketing consortium of over forty attractions in Hampshire, working together to achieve a greater marketing reach. Established in 2007, Jo Andrews has been involved with the group since the beginning, focusing on collaborative marketing and raising the profile of Hampshire as a visitor destination. The group is run as a membership association who meet regularly to discuss strategy, planning and to share industry news and work together on industry issues.

Action: All to let [Fiona](#) know if you have any suggestions for future collaborative WAVA activity, either generally or arising from Jo's presentation.

DigiTickets

Fiona then welcomed Richard Booker from DigiTickets. Richard gave a presentation on his company, which offers a strategic and integrated approach to the ticketing process, providing the tools needed to streamline operations, generate additional revenue, improve the visitor experience and increase online marketing exposure. Covering online ticketing, EPOS solutions, mobile ticketing, and call centre ticketing, DigiTickets is the ticketing software of choice for over 350 venues within the leisure industry including zoos, farm attractions, aquariums, event venues, sightseeing tours, museums, theme parks, heritage railways and many more.

Action: All to let [Fiona](#) know if you have any thoughts on working with DigiTickets through VisitWiltshire.

How's Business

Most partners reported a very successful 2016 and a positive start to 2017. Comments from individual businesses included: "Best visitor numbers we have ever seen", "Record breaking last quarter of the year", "Best ever November", "We are already ahead of this time last year".

Update on VisitWiltshire Activity

Jenny Butler gave an update on VisitWiltshire activity highlighting:

- The 2017 family of publications is now available to download from the VisitWiltshire website [here](#) Bulk supplies available to order from Take One Media.
- VisitWiltshire is always keen to receive photos from partners, especially if they can be added to the online photo library as this is a great additional promotional tool.
- 2017/2018 partnership stickers, to be sent out at renewal times, will be digital ones, suitable for adding to partners' websites.
- The 2016 Annual Marketing Roundup was circulated recently and can be viewed on the VisitWiltshire website [here](#), together with all the monthly updates.

Action: All to contact [Jenny](#) if you would like to be set up with Take One Media's online ordering system.

Action: All to contact [Florence](#) if you would like to be added to the VisitWiltshire mailing list.

2016/2017 Marketing Opportunities

Fiona Errington highlighted the range of digital opportunities available to partners, including special offers.

Action: All to email [Fiona](#) if you would like further information on any of these.

VisitWiltshire Training Opportunities

Theresa Hopwood outlined the range of partner opportunities coming up, including regional meetings and themed events. These are listed in VisitWiltshire's fortnightly partner newsletters. VisitWiltshire is in discussions with Serco regarding free training opportunities and further information will be available in due course. Serco can also offer training needs assessments for partners.

Action: All to email [Theresa](#) if you need further details of partner meetings and events, or Serco opportunities.

Action: All to email [Theresa](#) if you have any training courses you would like VisitWiltshire to arrange.

Pricing

The discussion on pricing was held over to the April meeting.

Any Other Business

Fiona Errington thanked all those who had participated in Great West Way workshops and confirmed that VisitWiltshire had been invited to put together a business plan for Stage Two funding. She also advised that VisitWiltshire was looking to hold a conference at the end of March – now confirmed as the Great West Way Conference on Thursday 30 March at Grittleton House, near Chippenham.

Action: All to contact [Theresa](#) if you would like a one-to-one key account meeting.

Action: All to use the online [Event Form](#) to add your events to the VisitWiltshire website.

Action: All to register your interest with [David](#) if you would like to attend the Great West Way Conference so that we can add you to the list of invitees.

Date of Next Meeting

Tuesday 25 April from 2-4pm at Bowood, in their new Gardeners' Bothy.